

Beer branding

Combining operational excellence with disruptive packaging diversification



sidel.com

Performance
through
Understanding

 Sidel

It all starts with the right concept...

Consumer experience is so closely related to packaging

Attract

Extend

Inform

Interact

Preserve

Transport

Your packaging is more than a container.

It is a **storyteller** that stages the product and makes it stand out from the crowd.

But every storyteller needs to have a great **story** to tell.

Consumer experience is so closely related to packaging

How do consumers react today with your products

Attract

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Telling this story is what we do, bringing your idea to reality from concept to packaging



We create differentiation in a world of choice helping to define or to convert **brand strategy** into **creative** and **feasible** packaging to empower brands, day after day.

Then we provide you the **technology to pack** your product in every material & for all applications.

Creating strong brand strategy and identity



BRAND STRATEGY GRAZIA

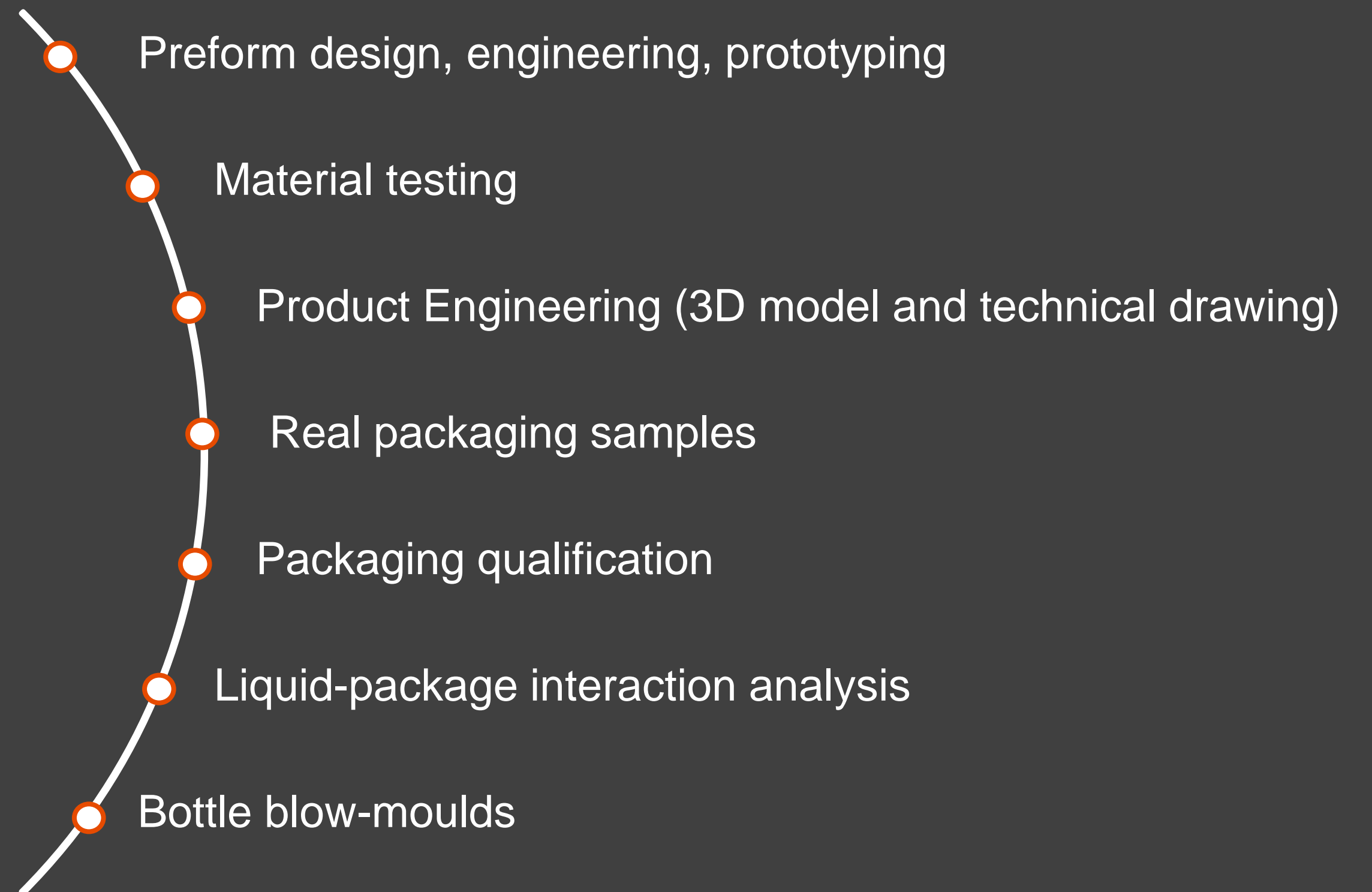
Brand strategy & a **strong visual identity** for a new brand for ice-creams that inspires Italian premiumness with an affordable price, in order to stand out in the Mongolian market.



BRAND IDENTITY MARTINI LINEA GELATO

New brand identity expressing the brand's primary vocation: to select the best raw materials, to propose recipes studied to perfection and to make exclusive use of state-of-the-art production processes.

Developing attractive and innovative packaging designs



Such as what we did for Heineken PET bottles



Giving birth to the concept...
What about PET?

PET can add value to your beers



Increased business opportunities



Packaging performance



Low total costs



Reliability and flexibility



Complete solutions

Improving barrier protection of PET bottles thanks to Actis

Amorphous
Carbon
Treatment on
Internal
Surface

ACTIS barrier coating technology deposits a thin layer of hydrogen-rich carbon inside the PET bottle to extend its content shelf life and aid in lightweighting the bottle

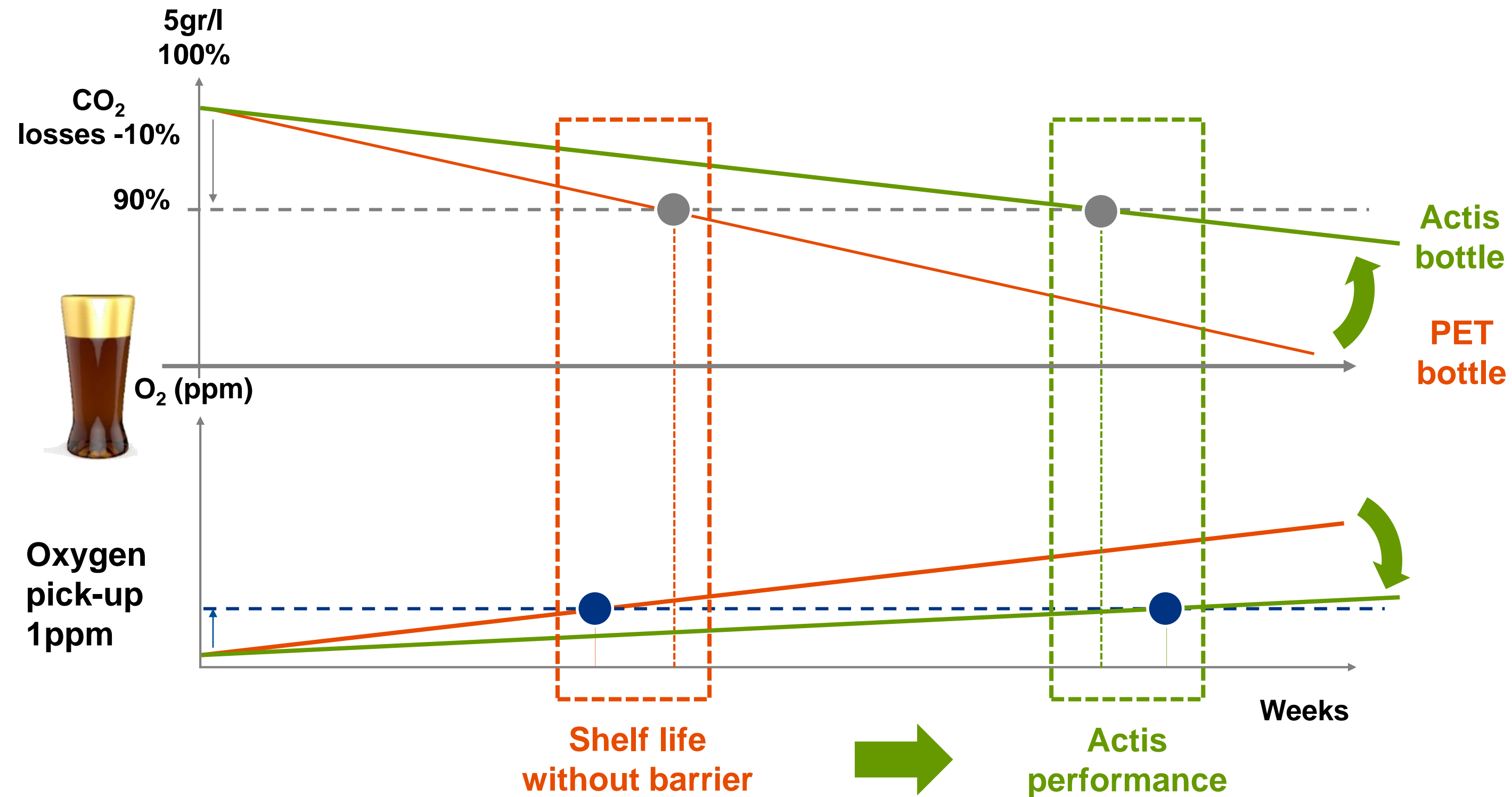


CO ₂ Barrier	x7
O ₂ Barrier	x30
Functional Barrier	↗



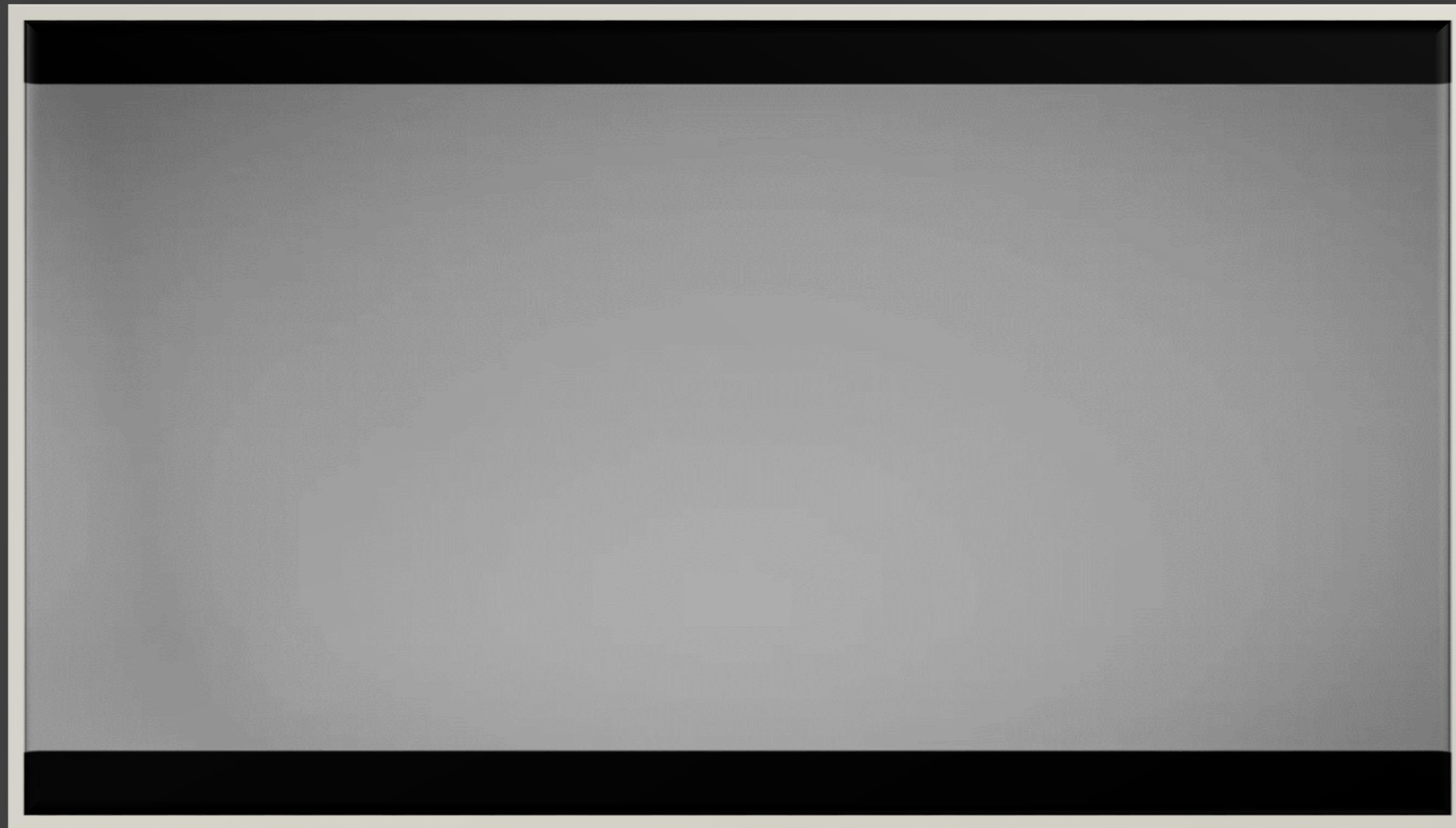
Extend shelf life of beer in PET

With Actis solution for single serve format



Barrier improvement factor: x7 for CO₂ losses and up to 30 for O₂ ingress

**Offering a unique production environment in an integrated
Combi or standalone solution**



A proven technical solution

Worldwide food contact approval

Canada



USA



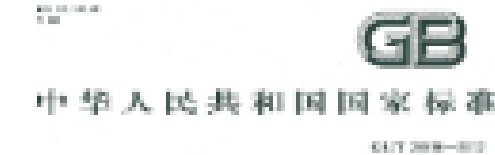
Brazil



European Union



China



India



Japan



An industrial solution used for 17 years

- Beer in Belgium, Germany and China (+ green tea in Japan, CSD in Americas and Africa)
- 28 machines installed worldwide
- 5 billion bottles produced

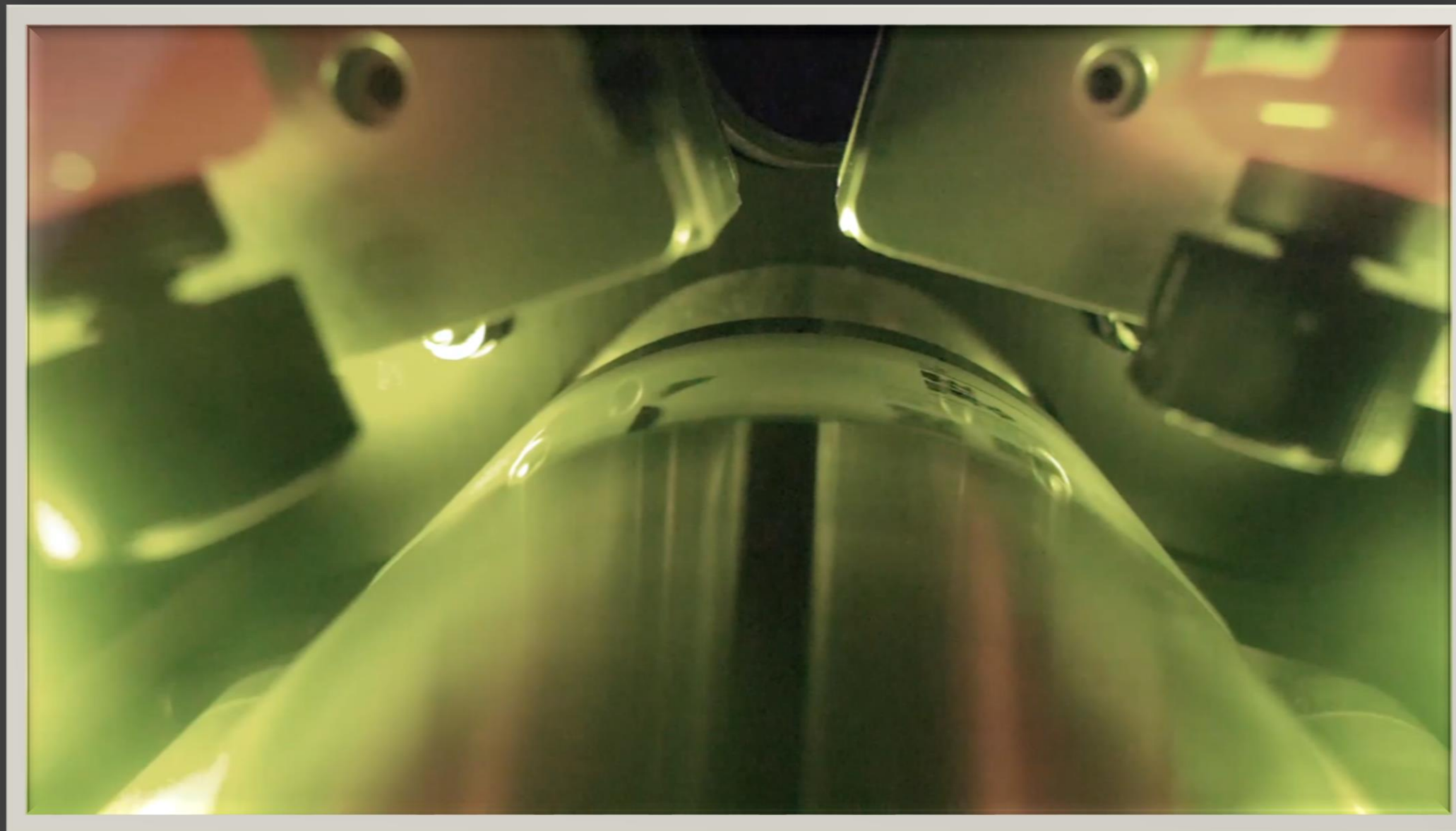


**Adding extra value to your products
thanks to direct printing on label**

Infinite possibilities of SKUs with brand activation



Thanks to a unique technology based on laser-activated direct printing on label



Sidel is a leading provider of equipment and services solutions for packaging beverage, food, home and personal care products in PET, can, glass and other materials.

With over 40,000 machines installed in more than 190 countries, we have nearly 170 years of proven experience, with a strong focus on the factory of tomorrow with advanced systems, line engineering and innovation. Our 5,500+ employees worldwide are passionate about providing solutions that fulfil customer needs and boost the **performance** of their lines, products and businesses.

Delivering this level of performance requires that we stay flexible. We continuously ensure we **understand** our customers' changing challenges and commit to meeting their unique performance and sustainability goals. We do this through dialogue and by understanding the needs of their markets, production and value chains. In turn, we apply our solid technical knowledge and smart data analytics to ensure lifetime productivity reaches its full potential.

We call it **Performance through Understanding**.